

Exhibit A – Scope of Services

1. Work with the Mayor to develop a strategic international engagement plan with the diplomatic corps, and other global organizations and international stakeholders.

- Work closely with the Consular Corps serving the Dallas region to bring their country's ambassadors, ministers, and trade delegations to Dallas.
- Collaborate with the Mayor, corporate leadership, and diplomatic and international communities to arrange official visits by heads of state, ministerial dignitaries, ambassadors and consuls general.
- Make regular trips to Houston and Washington D.C. to call on consular and embassy representatives to convey Dallas' interests and attract representation to the area.
- Continue serving as the Secretariat for the Consular Corps of Dallas/Fort Worth and in this leadership capacity serve as point of contact for diplomatic matters with the Consular Corps, the countries they represent, and the U.S Department of State.
- Arrange regular meetings and events for members of the Consular Corps of Dallas/Fort Worth. Provide support to design and send invitations, prepare agendas and guest speakers, coordinate venue and catering options, staff event, and coordinate event follow-up.
- Support the Consulates and Embassies in planning official visits to the City of Dallas. Serve as the point of contact in arranging professional appointments, courtesy meetings with the Mayor and City Council, and logistical support including hotel and transportation needs.
- Increase the activity and participation of the Consular Corps accredited to Dallas in community and city events by traveling to Houston tri-annually to meet with consular and trade representatives to discuss potential business projects as well as cultural and educational exchanges between Dallas and their countries.
- Invite high-level dignitaries to the City of Dallas including ambassadors, ministers, and heads-of-government.
- Work closely with the Office of the Mayor on efforts to expand trade and consular representation in Dallas.

2. Assist Mayor's office in establishing a global identity for Dallas. This includes scheduling opportunities for the Mayor to deliver an international message, convening a biannual Consular Corps Summit, identifying/creating an annual global conference or event, and crafting a consistent message for major speaking events.

- Actively solicit and promote large international conferences in Dallas, as occurred with the New Cities Summit in 2014.
- Provide protocol guidance at high profile international events, such as the 50th Kennedy Commemoration Event and the US Conference of Mayors.
- Provide forums in which Mayor and other city officials can address internationally-minded audiences and promote the city's global strategy – notably the annual Mallon Award Dinner along with others.
- Convene periodic meetings of ethnically focused international groups in the region to promote a cohesive regional approach to global issues in Dallas.

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- Meet regularly with members of the Mayor’s International Relations Committee to collect feedback from large internationally focused companies, and to facilitate their growth through internationally focused programs in the city.
 - Continually update Mayor’s speaking points as well as supporting Council Members’ for all international events, large and small, to create relevant data sets as well as consistent messaging throughout globally-focused speeches.
3. **Support the Office of Economic Development with certain international economic development conferences and events, including the International Economic Development Council annual conference to be hosted in Dallas in 2020, SelectUSA and any associated local SelectDallas events held in 2020, and other events as requested by the Director of the Office of Economic Development. This includes maintaining office space at City Hall.**
- Maintain an office and presence at City Hall with reasonable and customary staff availability during normal business hours and accessibility and availability of appropriate staffing during non-business hours.
 - The chief of protocol will dedicate 80% of her time and the president of the World Affairs Council will dedicate 15% of his time to activities outlined in the agreement.
 - One full time protocol manager will dedicate 100% of her time to activities outlined in the agreement and keep an office at City Hall. The protocol manager will have the assistance of a highly qualified intern on an as needed basis.
 - Co-sponsor appropriate programs with the City of Dallas, including programs and events with Ambassadors and other visiting dignitaries and trade delegations.
 - Aggressively apply for programs through the World Affairs Council’s International Visitor Program and the State Department producing economic impact for the City in hotel revenue and money spent in the city by visitors.
4. **Leverage relationships with existing DFW businesses, regional partners, and current foreign partners to heighten awareness of DFW as a global destination. Specific items may include hosting emerging and established global leaders to experience DFW, partnering with foreign governments to bring cultural and business events to the region, and providing international learning opportunities for students and teachers.**
- Work with publishers, international non-profits, and World Affairs Councils across the U.S. to bring in high-level speakers to Dallas on pertinent topics to education DFW population about global issues and provide world leaders with exposure to the region.
 - Work with foreign governments to host Ambassadors, consuls, and trade delegations in Dallas.
 - Collaborate with local schools, including DISD, charter, and private schools to increase student awareness and exposure to international topics and provide career direction that focuses specifically on global issues
 - Host free teacher workshops to broaden understanding of the world and enhance teaching practices. Most workshops include a meal and all provide a professional development certificate on a wide variety of current international issues, and are especially promoted to teachers supporting underserved populations.

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- Bring visiting professionals, diplomats, authors, and politicians to area high schools to speak to large groups of students at no cost. Students and teachers are also regularly invited to attend WACDFW speaker events at area venues at no cost.

5. Manage the Sister Cities International (SCI) program

Sister Cities International is a nonprofit citizen diplomacy network that creates and strengthens partnerships between U.S. and international communities. The organization strives to build global cooperation at the municipal level, promote cultural understanding and stimulate economic development.

Sister Cities International is a leader for local community development and volunteer action. It has been the experience of Dallas as well as other cities that the success of a sister city relationship depends in large part on broad based community support from business, arts, culture, academia, the local ethnic community, etc. Support should also be distributed among individuals, corporations, civic leaders, and the local government. Additionally, support from the sister city abroad is also important. The World Affairs Council works to enhance the Dallas Sister City Program in the following ways:

- Increase the City's level of interaction with international activities including cultural festivals and Sister City programs as well as develop municipal partnerships between U.S. cities, counties, and states and similar jurisdictions in other nations.
- Provide opportunities for city officials and citizens to experience and explore other cultures through long-term community partnerships.
- Create an atmosphere in which economic and community development can be implemented and strengthened.
- Serve as liaison to participating Sister City associations and to the governing organization, Sister Cities International, and represent Dallas in other international city-to-city relationships and partnerships.
- Coordinate exchange relationships between Dallas and other global cities in certain designated fields, including medical, culture and education..
- Provide logistical support to visiting Sister City and other international delegations, their sponsors and, if requested, to Dallas business chambers to enhance collaboration with the City of Dallas.
- Serve as a resource for citizens on questions of diplomatic protocol, as appropriate.
- Provide briefings for the Mayor and City Council Members on the current Sister City relationships.
- Review all Sister City Committees on a regular basis and require them to adhere to the guidelines.
- Leverage existing relationships to promote tourism and business and cultural exchanges with Dallas.
- Evaluate all requests for new Sister and Friendship City Relationships according to objective criteria established for reviewing our current relationships and forward to the City Council any favorable recommendations for new Sister or Friendship Cities, not to exceed one recommendation per calendar year.

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Over the remaining term of the contract, World Affairs Council staff will train one or more city staff members to be designated by the City Manager to serve as the city's staff liaison to the Sister Cities International program.

6. Provide Protocol and Logistical Support for International delegations visiting Dallas, including serving as the point of contact for diplomatic matters with the Consular Corps, the Office of the Texas Assistant Secretary of State and the U.S. Department of State.

- Work with DFW International Airport and Love Field to provide escort support and appropriate greetings for dignitaries visiting Dallas.
- Provide logistical support to visiting dignitaries and arrange courtesy visits with the Mayor and other appropriate City Officials.
- Provide special tours of area attractions and points of interest to emphasize the rich culture of the City of Dallas.
- Coordinate speaking opportunities, interviews with the media and professional meetings for visiting dignitaries.
- Work with the U.S. Department of State to solicit programs that bring up and coming international visitors as part of the International Visitor Leadership Program. Over 150 international guests came to Dallas in FY2015 to interface with Dallas government and community leaders on topics such as good governance and transparency, international trade, energy security, and domestic violence prevention.
- Prepare verbal and written briefings in connection with meetings with international dignitaries, official international travel and local appearances at international events coordinated by area ethnic associations, educational institutions, and other sponsors.
- Coordinate and prepare appropriate gifts for the Mayor and City Council to present to visiting dignitaries. Maintain a complete database and inventory tracking system for all gifts received by dignitaries and presented to the Mayor and City Council.
- Arrange appropriate country flags and welcome signs for events and City Hall meetings with international dignitaries.
- Provide logistical and staffing support for out-bound trade missions led by the Mayor or other elected officials.
- Prepare for City Council approval, as appropriate, proclamations, letters, special recognitions and other documents of official recognition related to international affairs.
- Arrange luncheons, dinners and appropriate meetings on the request of the Department of Economic Development for visitors interested in investing in the City.
- Host international events at City Hall for ethnic chambers and other international community organizations as they interface with the City of Dallas.

7. Develop fundraising initiatives to support international activities as described in previous tasks above.